

ABSTRACT

The following Abstract will replace all prior versions.

A method is described for the targeting of content presentation to individual users in a communications network including management and reporting, ~~comprising~~ including the steps of receiving from content providers, potential content for presentation to users and presenting to a user content selected from said the potential content based on information known about said the user. Facilities are also provided to receive from users requests for content and other actions related to receipt of said the content such as 'pause' requests, and to record and report the fact that said the content has been presented to said the user.